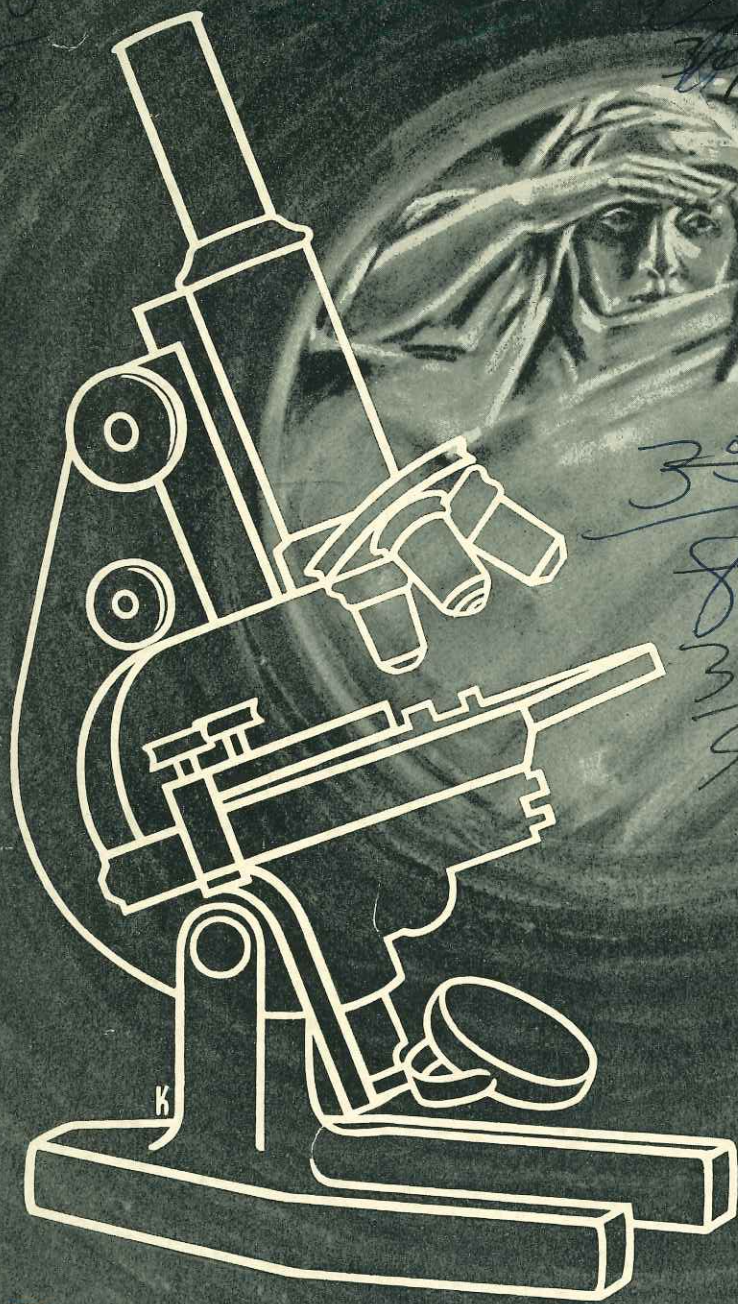


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Message from

BAUSCH & LOMB

U.S. PATENT OFFICE
JUL 11

BAUSCH & LOMB

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A corner of the Pathological Laboratory of the Women's Clinic in the new Cornell Medical Center, New York City, showing a group of Bausch & Lomb microscopes and lamps.

1937

The Confidence

OF THE SEASONED SPECIALIST

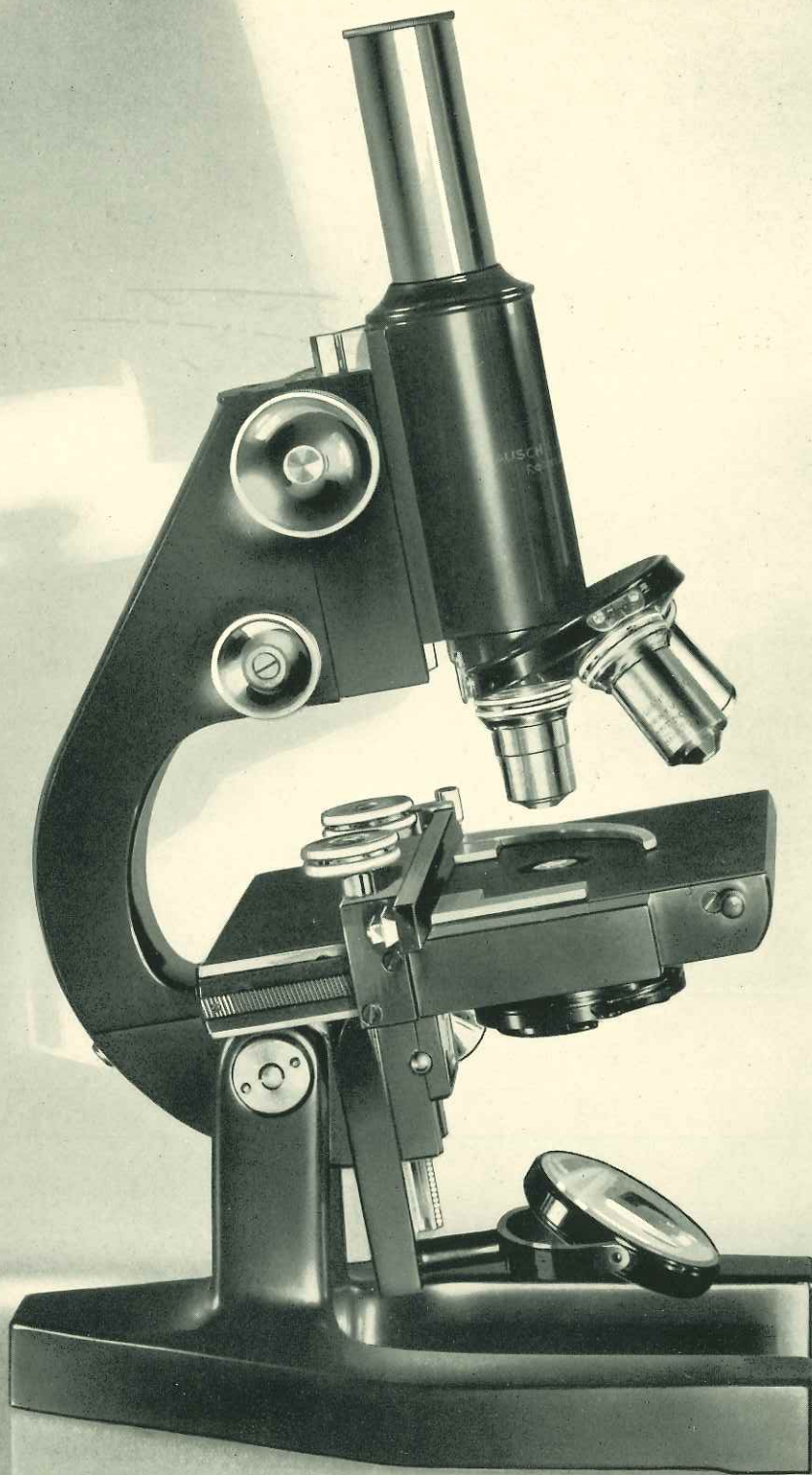
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The foundation of a successful career is sometimes laid in the early months of a medical course. A training period free from handicaps breeds confidence—that serene confidence which is the prized possession of the seasoned specialist.

Dependable instruments play a significant role in the shaping of confidence, else the efforts of the most skillful practitioner become futile. Inaccuracy of observation may result in a price one cannot afford to pay.

The microscope you purchase at the outset of your course must be dependable, for it will live your life with you.





More

THAN GLASS AND METAL

Soon you will buy a microscope. It must be much more than glass and metal. It must bear the imperishable mark of superior craftsmanship and embody the desires and requirements of the leaders in the profession which you are entering. It must fortify the enduring faith of the physician—for medicine and faith go hand in hand.

The quality of one microscope will consistently rise above all others. Before you buy an instrument investigate its quality. Inquire into the basic principles of construction, the secret of its permanence.

Buy intelligently—ask yourself these questions . . .



WHO IS BEHIND THE PRODUCT?

America's leading optical institution—Bausch & Lomb—the first firm in this country successful in producing a 100% American made microscope.

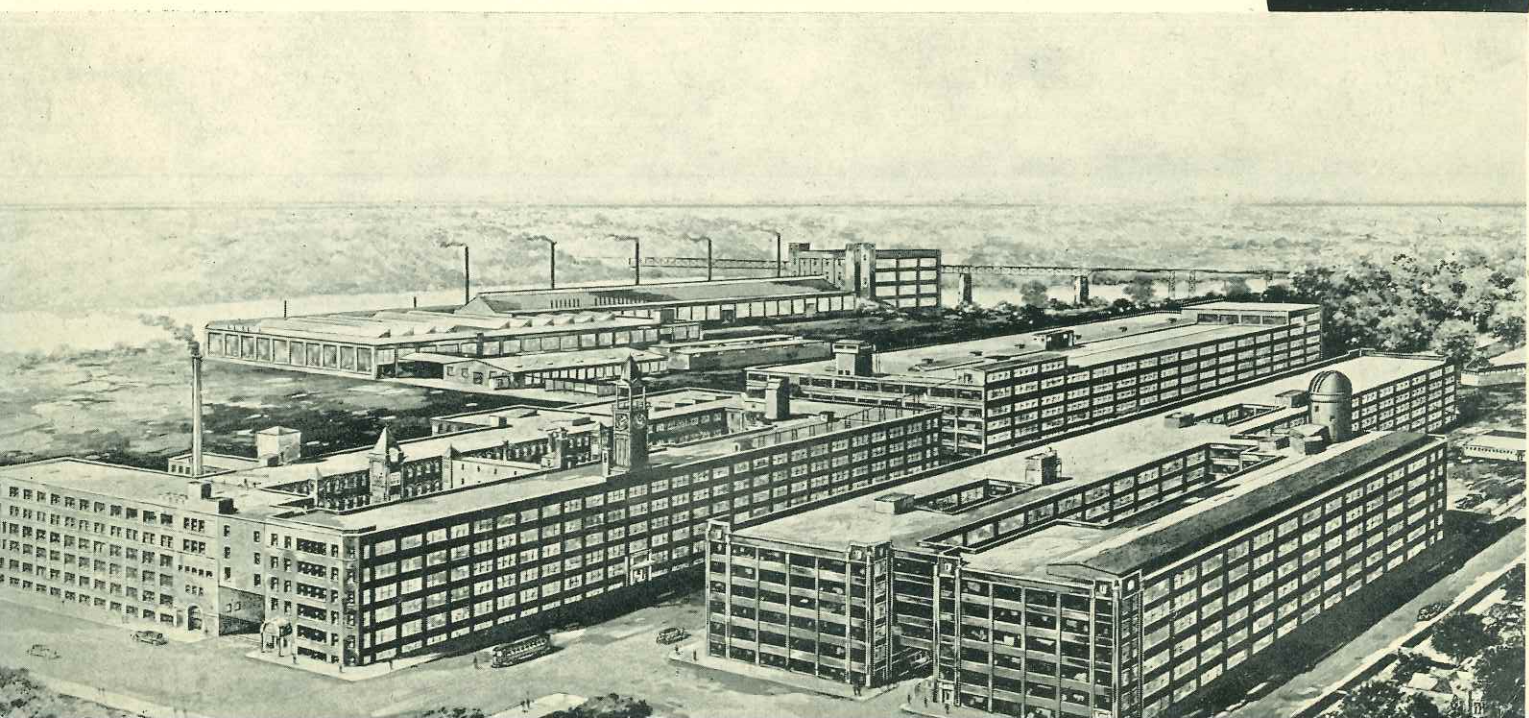
WHAT IS THEIR REPUTATION?

Bausch & Lomb have perfected their instruments so that more of them are used by United States physicians, students, and research workers than any other make.

HOW ARE THEY EQUIPPED?

They have become, through decades of patient toil, the Nation's supreme masters in the art of grinding and polishing lenses—the heart of any optical instrument.

Over 1,000,000 square feet of floor space dedicated to optical science.



WHAT ABOUT THE QUALITY?

A quality accomplished by complete control of product from silica sand to finished instrument. The Bausch & Lomb optical glass plant, built after years of research, is the largest of its kind on the American continent.

WHAT RECOGNITION WAS GIVEN?

Awards and citations have come to Bausch & Lomb from expositions held throughout the world. Special recognition was given Bausch & Lomb by the United States Government for distinguished service rendered during the World War.

A group of awards for
Bausch & Lomb ex-
cellence.



Layers of fibers
of optic nerve

Layer of Ganglion
cells

Inner reticular
layer

Inner nuclear
layer

Outer reticular
layer

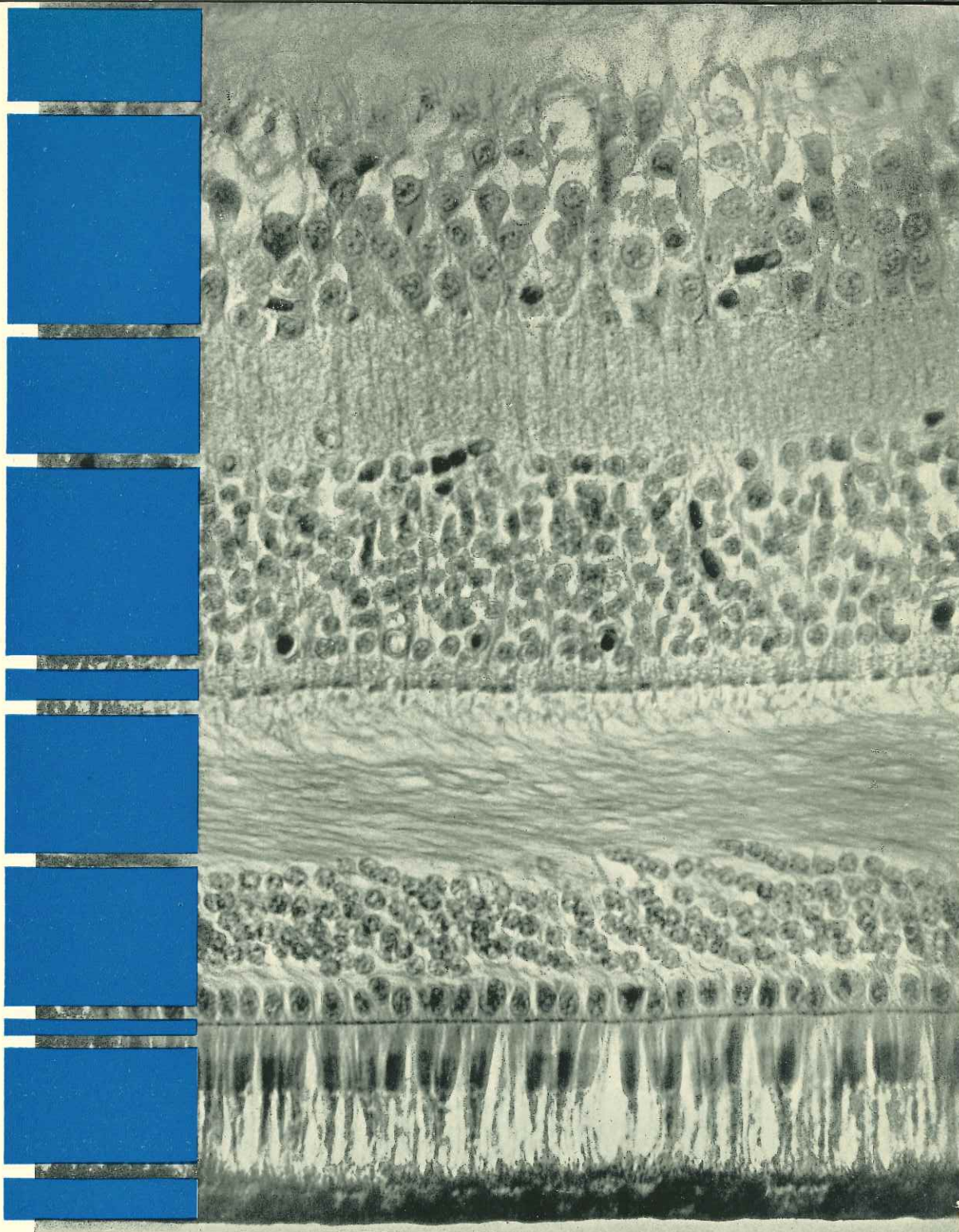
Henle's fiber layer

Outer nuclear
layer

External limiting
membrane

Layer of rods
and cones

Pigmentary
epithelium.



Transverse section through the human retina, magnified 900 $\times$.
This photomicrograph was taken with a Bausch & Lomb Apochromatic Objective 4 mm, 0.95 N. A., and Compensating Eyepiece, 7.5 $\times$, by Dr. Max Poser.

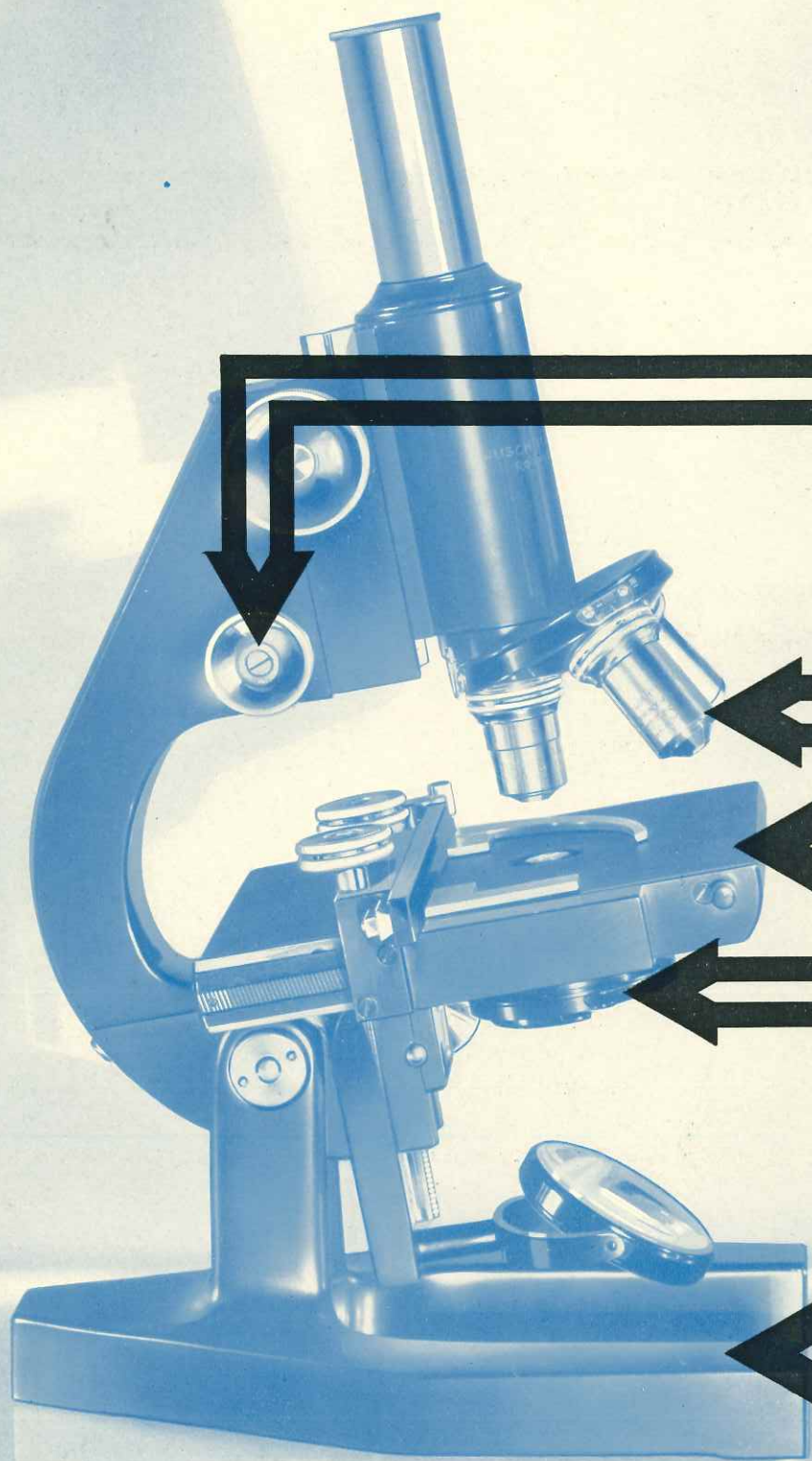
the acid test

OF A MICROSCOPE IS
ITS RESOLVING POWER

The merits of a fine microscope lie in its optics. Before purchasing your microscope investigate its resolving power, that is, its ability to make clear distinct images of very small elements spaced an infinitesimal distance apart.

An extreme test for the optical system of any microscope is represented in the photomicrograph of a transverse section through the human retina. The exquisite resolution showing the granular structure in all the ten layers demonstrates the high order of correction obtainable with Bausch & Lomb optics.





Check

THESE STRUCTURAL FEATURES

A fine adjustment is built not for ten years, but for a lifetime of service. To verify this, the Bausch & Lomb fine adjustment was run day and night on a lathe for an equivalent period, and still showed no wear when examined under a magnifier.

Mounting the objective lenses in threadless cells for permanence, and parfocalizing them by a special patented method, is an art that only fine microscope makers can afford to achieve. Bausch & Lomb long ago discarded the construction now found in some microscope objectives.

A stage at least 115 mm by 130 mm is desirable to provide ample space for manipulating your work. Check the size of other stages against the Bausch & Lomb stage.

A full-ring condenser holder with clamp will still give positive centering 50 years from now. Remember—your microscope must live your life with you!

Compare the balanced, stable base with any other base. Examine the entire exterior finish and the plated parts. In fact, line up a group of microscopes on a table—stand back 10 feet—then notice how the Bausch & Lomb instrument dominates, symbolic of superior craftsmanship.

TECHNICAL CONTROL OF PRODUCTION

Modern American production methods have enabled Bausch & Lomb to build fine microscopes at a cost not exceeding ordinary microscopes. Technical control of production from raw material to finished instrument is a characteristic achievement of America's leading optical institution.

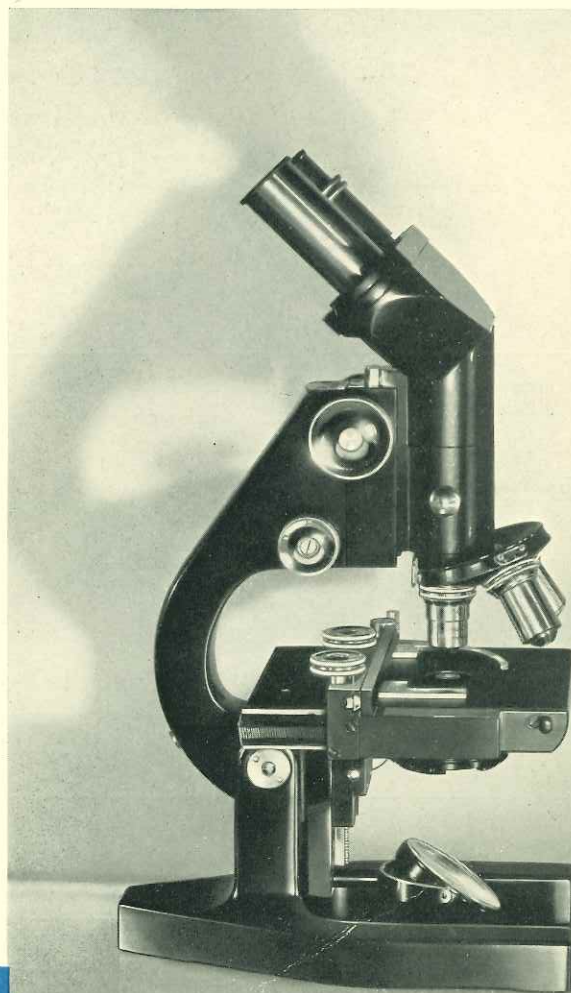
THE PRICE

The Medical Student Microscope (HA-8) with two Huygenian eyepieces ($10\times$ and $5\times$), triple nosepiece, and three achromatic objectives, one divisible ($91\times$, $43\times$, $10\times$ and $4\times$), mechanical stage, divisible Abbe condenser (N.A. 1.20), in hardwood carrying case, costs \$155.00. The same instrument without mechanical stage (H-8) is \$135.00.

BINOCULAR EYEPIECES ADD COMFORT

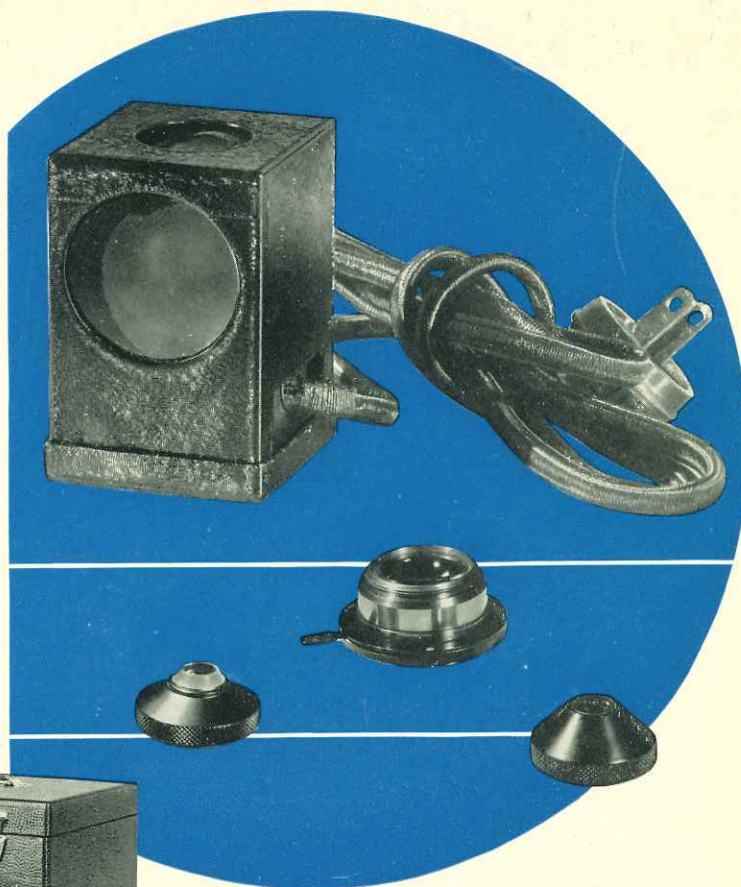
Binocular Eyepieces minimize eye-strain and permit the observation of greater detail. Bausch & Lomb offers this refinement, built with the same high quality workmanship that is put into large, expensive instruments.

The Medical Student Microscope with Vertical Binocular Eyepiece in wood case costs \$235.00 (ask for HSEA-8), and with Inclined Binocular Eyepiece costs \$255.00 (ask for HSEAT-8).



AN EFFICIENT SUBSTAGE LAMP

The most popular type of lamp for use with the Medical Student Microscope is illustrated here. Bausch & Lomb offers this 15 watt (A. C. or D. C.) Substage Lamp, with blue and ground glasses, cord and plug, No. 31-33-12-20, at \$3.00. Substituting Corning Daylite Glass instead, makes it No. 31-33-14-20 at \$3.75.



THE CARRYING CASE MUST LOOK PROFESSIONAL

The leatherette case, in place of the wooden case, to hold the microscope and all accessories is supplied at \$2.00 extra. It also contains space for a Haemocytometer, oil immersion bottles and a slide box for 25 slides.

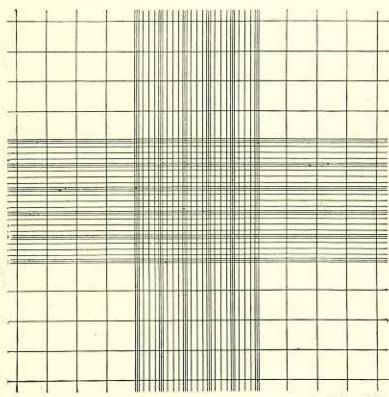
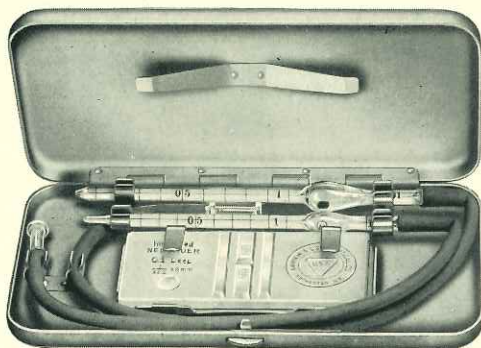
THE DARK FIELD ILLUMINATOR

In clinical work you will resort to dark field microscopy to make accurate diagnoses.

The Bausch & Lomb patented Dark Field Element provides a dark field in a simple manner. The top element of the divisible Abbe Condenser is simply unscrewed and the Dark Field Element screwed on in its place. Ask for No. 31-58-77 at \$5.00.

Superior

VISIBILITY FOR BLOOD COUNTS

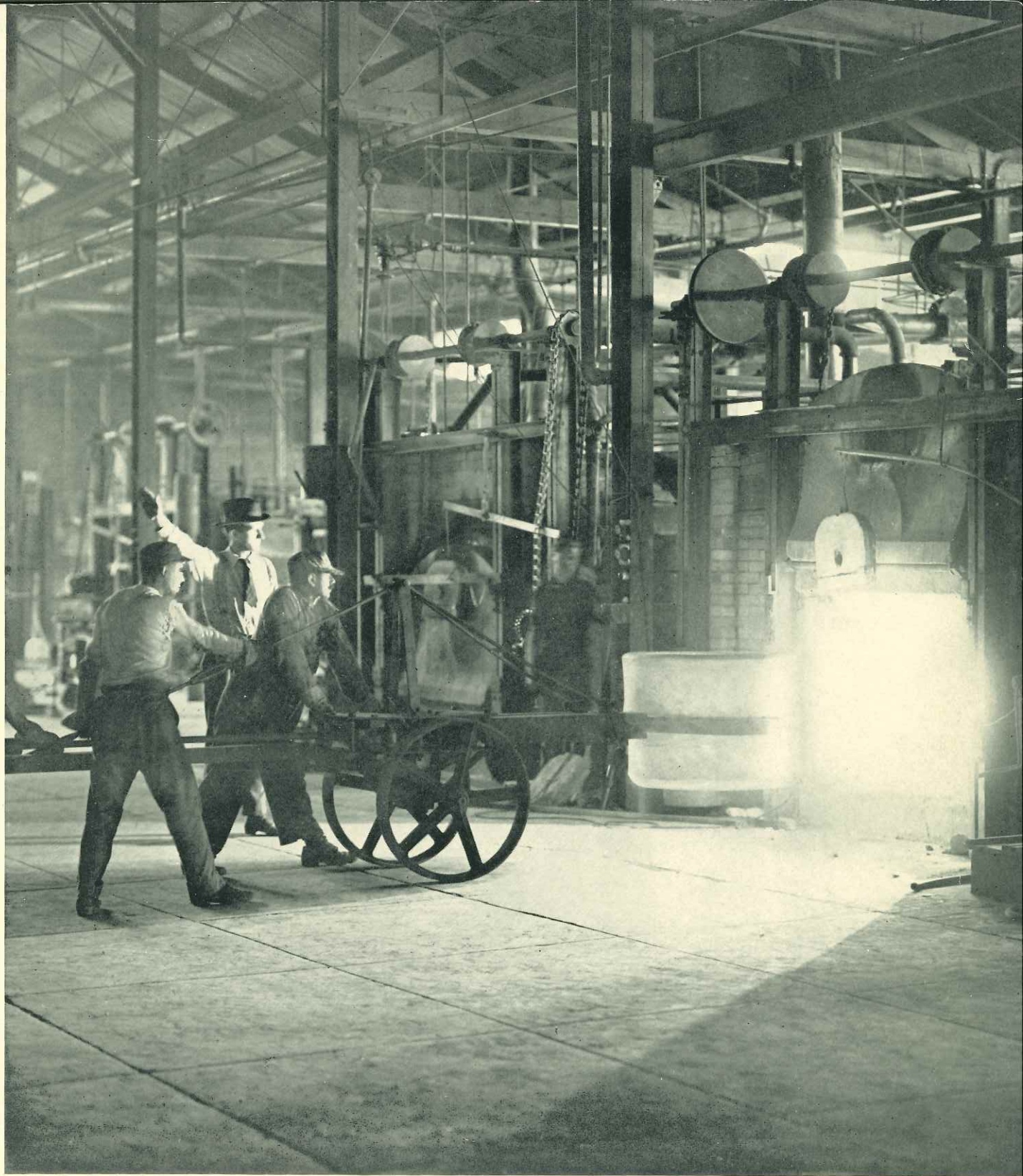


The Improved Neubauer Ruling consists of a central square 1mm in size, which is subdivided into 400 separate smaller squares. It is the technique with which Bausch & Lomb cuts these microscopic lines that gives such unusual accuracy in blood counts.

The Bausch & Lomb Haemacytometer is manufactured from well-seasoned optical glass especially selected to produce maximum resolution and freedom from flaking along the edges of the engraved rulings. The rulings are cut with a special shape and the result is a well defined boundary, giving highest visibility and contrast.

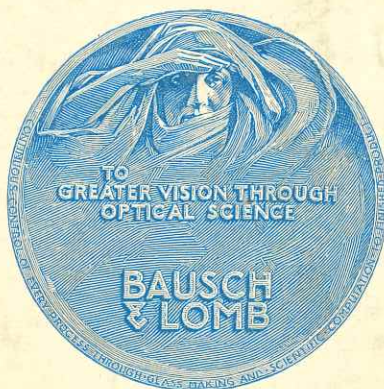
Either single or double Neubauer or Bass-Johns rulings are supplied. The mixing pipettes are accurately made with tips of correct shape.

The complete apparatus as illustrated with single Neubauer ruling is \$10.00; with double Neubauer ruling is \$12.00; with Bass-Johns ruling (and one pipette) is \$13.00. The case may be either aluminum or leatherette. A certificate from the U. S. Bureau of Standards will be sent at a slight additional cost.



Molten optical glass being drawn from a gas-fired furnace preparatory to being rolled into sheets. This is a scene enacted daily at the Bausch & Lomb glass plant.

G. A. Ellestad
Patent Bureau



BAUSCH & LOMB OPTICAL COMPANY
Rochester, N. Y., U. S. A.